Chron

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

DATE: *May 18, 1992*

TO: ***Jack Nelson***

FROM: ***Diane Cimine***

SUBJECT: ***Newsweek '92 Election Issue***

Newsweek magazine has come to P.M. USA with a proposal to sponsor its special election issue which hits the newsstands 2 days after the election: Thursday, November 5th. While it does not make sense to pursue on a brand basis, it may be the right backdrop for a corporate effort.

I'm forwarding to you a summary. Let me know if you'd like to pursue.

Diane

2060370552

Source: https://www.industrydocuments.ucsf.edu/docs/tjjn0004